



WAUKESHA-OZAUKEE-WASHINGTON WORKFORCE DEVELOPMENT BOARD

OVERVIEW



HISTORY

Through various legislative acts, the federal government has provided funding to enhance the nation's workforce system. A consortium of Waukesha, Ozaukee and Washington Counties was formed in 1973 under the Comprehensive Employment and Training Act (CETA) to administer those funds. The consortium continued under the 1982 Job Training Partnership Act (JTPA) as the W-O-W Private Industry Council and under the 1998 Workforce Investment Act (WIA) as the W-O-W Workforce Development Board.

Remaining as the W-O-W Workforce Development Board under the Workforce Innovation and Opportunity Act (WIOA), the consortium provides workforce investment activities that assist job seekers access employment, education, training and support services to succeed in the labor market and to match employers with the skilled workers they need to compete in the global economy.

According to WIOA rules and regulations, members of local Workforce Development Boards are appointed by the chief elected official and must include members of the following four groups:

1. **Private-Sector Businesses:** A majority of the members of each local board shall be representatives of businesses in the local area, who:
 - a. Are owners of businesses, chief executives or operating officers of businesses, or other business executives or employers with optimum policymaking or hiring authority;
 - b. Represent businesses or organizations representing businesses that provide employment opportunities that, at a minimum, include high-quality, work-relevant training and development in in-demand industry sectors or occupations in the local area; and
 - c. Are appointed from among individuals nominated by local business organizations and business trade associations.
2. **Workforce / Labor:** Not less than 20 percent of the members of each local board shall be representatives of the workforce within the local area, who:
 - a. Shall include representatives of labor organizations, who have been nominated by local labor federations;
 - b. Shall include a representative, who shall be a member of a labor organization or a training director, from a joint labor-management apprenticeship program, or if no such joint program exists in the area, such a representative of an apprenticeship program in the area, if such a program exists;
 - c. May include representatives of community-based organizations that have demonstrated experience and expertise in addressing the employment needs of individuals with barriers to employment, including organizations that serve veterans or that provide or support competitive integrated employment for individuals with disabilities; and

- d. May include representatives of organizations that have demonstrated experience and expertise in addressing the employment, training or education needs of eligible youth, including representatives of organizations that serve out-of-school youth.
3. **Title II Provider and Higher Education:** Each local board shall include two representatives of entities administering education and training activities in the local area, who:
- a. Shall include a representative of eligible providers administering adult education and literacy activities under title II;
 - b. Shall include a representative of institutions of higher education providing workforce investment activities (including community colleges); and
 - c. May include representatives of local educational agencies, and of community-based organizations with demonstrated experience and expertise in addressing the education or training needs of individuals with barriers to employment.
4. **Economic Development, State Employment Services Office, and Provider of Title I of Rehabilitation Act:** Each local board shall include representatives of governmental and economic and community development entities serving the local area, who:
- a. Shall include a representative of economic and community development entities;
 - b. Shall include an appropriate representative from the State employment service office under the Wagner-Pyser Act serving the local area;
 - c. Shall include an appropriate representative of the programs carried out under title I of the Rehabilitation Act of 1973 serving the local area;
 - d. May include representatives of agencies or entities administering programs serving the local area relating to transportation, housing and public assistance; and
 - e. May include representatives of philanthropic organizations serving the local area.

Each local board may include such other individuals or representatives of entities as the chief elected official in the area may determine to be appropriate.

ROLE OF LOCAL BOARDS

1. Develop and submit a local plan, in partnership with the chief elected official.
2. Develop and submit a regional plan in collaboration with other local areas in the planning region.
3. Carry out analyses of the economic conditions in the region, and conduct other research, data collection, and analysis.
4. Convene local workforce development system stakeholders to assist in the development of the local plan.
5. Lead efforts to engage a diverse range of employers to promote business representation and to develop strategies for meeting the employment and skill needs of workers and employers.
6. Lead efforts to develop and implement career pathways within the local area in partnership with secondary and post-secondary partners, and to meet the needs of employers, workers, and job seekers.
7. Develop strategies for using technology to maximize the accessibility and effectiveness of the local workforce system for employers, workers, and job seekers.
8. Conduct oversight for local youth workforce investment activities; local employment and training activities; and ensure the proper use and management of funds to maximize performance outcomes.
9. Negotiate and reach agreement on local performance accountability measures.
10. Negotiate with required partners on the methods for funding infrastructure costs of one-stop centers in the area.
11. Select local providers, including providers of youth activities, training services, career services, and one-stop operators.
12. Ensure that there are enough providers of career and training services serving the area and providing opportunities for people with disabilities.
13. Coordinate activities with education and training providers.
14. Develop a budget for activities of the local WDB.
15. Annually assess the physical and programmatic accessibility of the one-stops.
16. Certification of the one-stop centers.

MISSION

The WOW Workforce Development Board is dedicated to providing the highest quality, most effective, demand-driven workforce development services possible to the residents and businesses of Waukesha, Ozaukee, and Washington Counties, Wisconsin.

ASPIRATION/VISION

The Workforce Development Board will be recognized as the catalyst for innovative workforce strategies and solutions, providing leadership and vision to advance the economic well-being of the region for employers, employees and job seekers.



The WOW Workforce Development Board works in collaboration with the Waukesha, Ozaukee and Washington County local elected and appointed officials, economic development corporations, businesses and the community to address macroeconomic workforce issues.

GUIDING PRINCIPLES

The WOW Workforce Development Board (WDB) will be an efficient, accountable, customer-focused organization. The board will strive to fulfill its mission, accomplish its vision/aspiration, and implement its strategic plan, exercising leadership to positively impact the communities it serves and abiding by the following guiding principles:

- **Customer Focus:** The WDB is committed to satisfying its customers: employers, employees and job seekers - as well as the partner agencies it serves in the Workforce Development Centers.
- **Commitment to Results:** Every program or initiative conducted by the WDB or its agents will be linked to clearly defined and measurable outcomes and will be evaluated based on its success in achieving those outcomes.
- **Competitive Performance:** The WDB will assure the best programs and services at the best cost and will explore alternative service providers or public-private partnerships to achieve that standard.
- **Shared Accountability:** WDB members will operate in a collaborative manner and assume shared accountability for the fulfillment of the Board's Vision/Purpose and the accomplishment of its Strategic Plan. Members of the Board, while representing their respective constituencies, will nonetheless be committed to the Board's common interests and objectives.
- **Commitment to Partnership:** To support resource optimization and the coordination and integration of services, the WDB will be an active partner in the Workforce Development Center Management Team.
- **Flexibility to Adjust to New Conditions:** The WDB is committed to an ongoing and dynamic planning and review process to respond proactively to the changing conditions affecting our customers and communities.
- **Leverage Resources:** The WDB will make the best use of its budgeted resources and seek creative options to expand the resources available to accomplish its plans through alliances with other public and private organizations and institutions.
- **Staff and Board Development:** The WDB is committed to ongoing staff and Board member education and communication to achieve its objectives.
- **Excellence:** The WDB recognizes that it cannot solve every problem or satisfy every need. What the Board does, it does it well.

BOARD STRUCTURE

WIOA MEMBERSHIP REQUIREMENTS

- Minimum of 51% representation of private-sector business
- Minimum of 20% representation of the workforce/labor
- Representative of provider of adult education and literacy activities under Title II
- Representative of institutions of higher education providing workforce investment activities
- Representative of economic and community development
- Representative of the State employment service office under the Wagner-Peyser Act
- Representative of the programs carried out under Title I of the Rehabilitation Act of 1973

COMMITTEES

EXECUTIVE COMMITTEE: Chairperson and Vice Chairperson of the WOW WDB and four at-large members.

- Review and coordination of recommendations and assignments of Board subcommittees.
- Handle ongoing operating procedures for the Board.
- Establish overall policy direction and recommendations for the Board.
- Handle miscellaneous issues as appropriate.
- Act on behalf of the Board, if so delegated.

JOINT EXECUTIVE COMMITTEE: Executive Committee members, Chairpersons of the county boards of Waukesha, Ozaukee, and Washington Counties, and one additional county board supervisor from each of the three counties.

- Review and react to workforce development issues.
- Remain informed on board committee activities and opportunities.
- Ensure the successful partnership of local government and WDB in accomplishing mutual workforce goals.